

**REPORT ON “WORKSHOP CUM SEMINAR ON CAPACITY BUILDING PROGRAMME ON MARKET DYNAMICS OF INTERNATIONAL TRADE” ON 29/03/2023 AT IMPHAL, MANIPUR**

Handloom Export Promotion Council of India organized a workshop cum seminar on “Capacity Building programme on market dynamics of international trade” at Imphal, Manipur on 29-03-2023. The workshop cum seminar was organized at The Classic Hotel, Imphal. The workshop cum seminar was organized with the financial assistance from Ministry of Industry & Commerce, Govt. of India under MAI scheme.

Shri Sundar Murugesan, Joint Director, HEPC welcomed the participants, dignitaries, guests for participating in the seminar. He informed that Council is keen to facilitate weavers /entrepreneurs /manufacturers /merchants/exporters, MSMEs in venturing into the export sector. He explained in detail the schedule of the seminar planned for the day and informed that resource persons from the aforesaid organizations have been invited to deliver presentation on important topics for the benefit of stakeholders and the HEPC’s efforts to help the exporter of the North-Eastern region.

The dignitaries present on the seminar along with JD, HEPC were:

1. Shri S Rajkumar, Deputy General Manager & Regional In-charge, National Handloom Development Corporation, Guwahati
2. Shri P. Daripa, Deputy Director & Head of Office, Weavers Service Centre, Imphal
3. Shri B.S Ganesh, Chief Manager, NHDC, Guwahati
4. Smt Anamika Karke, State Co-Ordinator, Digi-Bunai, DIC, Manipur
5. Shri S Bhulol, Board Director, Manipur Apex HW&HA CS Ltd

JD, HEPC felicitated the dignitaries, guests and National Handloom awardees with the Manipuri traditional Leirum.



Shri S Rajkumar, Deputy General Manager & Regional In-charge, National Handloom Development Corporation, Guwahati had delivered a short speech about the handholding requirement of the handloom export for the International market. He also explained the NHDC’s role in the state of Manipur in terms of raw materials supply to the handloom weavers of the state. He had also thanked HEPC for organizing such type of awareness program for the stakeholders from the state of Manipur.

Shri B.S Ganesh, Chief Manager, NHDC, Guwahati gave a presentation on NHDC's revised raw materials supply scheme. In his power point presentation, Shri Ganesh briefed about the eligibility criteria's, yarn passbook. quantity of the raw materials, transport subsidies etc. to the gatherings. He also informed that NHDC's revised scheme now also covered the handloom entrepreneurs, which was not in the earlier scheme. He had interacted with the stakeholders and answered the questions raised by them. NHDC also conveyed that during 2021-22 only 15 lakhs yarn subsidy were disbursed however during 2022-23, around Rs.2 crore yarn subsidy to Manipur state was disbursed.

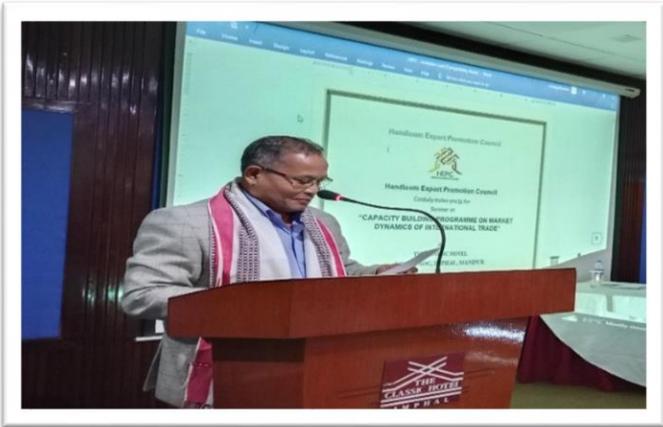


Shri P. Daripa, Deputy Director & Head of Office, Weavers Service Centre, Imphal gave a power point presentation on India Handloom Brand. In his presentation, Shri Daripa explained each and every steps to be followed for obtaining the India handloom brand tag. He also interacted with the gathering on their issued for obtaining the IHB and also assured every possible help to the stakeholders for the same.

Shri Surinder Singh, Technical Superintendent (Processing), WSC Imphal gave a presentation on Handloom mark. Shri Singh had explained the processes to followed for get registered with the Handloom mark. He also answered the questions raised by the participants.



Smt Anamika Karke, State Co-Ordinator, Digi-Bunai, DIC, Manipur gave a PowerPoint Presentation on functioning of DIG-BUNAI, OPEN SOURCE CATD software. She explained in detailed about the working of Digi-Bunai Software, which will effectively help the Textile designers as well as the Weavers. She also mentioned about the scope of enhancement of handloom production capacity by using the Digi-Bunai Software for designing. She had also answered the questions raised by the participants.



Shri S Bhubol, Board Director, Manipur Apex HWWA CS Ltd gave a speech as the guest of honor. He mentioned in his speech about the various ongoing handloom projects in the state of Manipur. He expressed happiness on that, the Handloom sector of Manipur will continue its developmental path as the HEPC along with the other agencies are enhancing the support towards the sector.

Shri Sundar Murugesan, JD, HEPC presented the role and activities of HEPC, export scenario of Handloom products, membership benefits, International events and esp. on market potential for handloom products from the NE region. He also explained that various schemes under National



Handloom Development Programme of O/o Development Commissioner for Handlooms, Ministry of Textiles, Government of India and Market Access Initiative Scheme (MAI) of Department of Commerce, Ministry of Commerce & Industry, Government of India. He also informed that council will support the weavers/manufacturers, exporters by conducting workshops to create awareness amongst participants about the various disciplines connected with international trade. He interacted with attendees and answered all the questions raised by them.

Shri Mrinal Jyoti Saikia, TFO, HEPC-Guwahati delivered the vote of thanks on behalf of HEPC to the dignitaries/guest and attendees for the kind co-operation for the seminar. Nearly 70 attendees, comprising of Master weavers, Aspirant exporters, NGO's and cluster executives/Designers/govt officials were present at the seminar and informed very useful and informative.



A buffet lunch was served at the end of the seminar for all by the HEPC. Shri Sundar Murugesan, JD, HEPC, Chennai and Shri Mrinal, TFO, HEPC Guwahati helpdesk had coordinated the seminar.

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